



NORTHWEST POWER NORTHWEST VALUES

Job Title & Series:

Public Affairs Specialist, GS-1035

Job Announcement Number:

9615-12-A1

Grade & Salary Range:

GS-13: \$86,260 - \$112,136

Full performance level: GS-13.

Opens: 12/06/11

Closes: 1/03/12

(Applications must be received by 11:59 p.m. Pacific Time)

Anticipated number of positions to be filled: One (1) position to be filled

Location: Portland, Oregon

Federal transfer relocation is not available for this position.

Type of Position: This is a Permanent position with a full-time work schedule.

Organization:

Deputy Administrator / Public Affairs / Policy Communications / Policy Writing (DKPW)

Amendment: This announcement is amended to extend the closing date from 12/27/11 to 01/03/12. All other information remains the same.

Benefits: BPA offers a comprehensive benefits package. <http://www.jobs.bpa.gov/Benefits/>

Eligibility

Applications will be accepted from current and former competitive service Federal employees, and those eligible under special hiring authorities. Veterans who are preference eligible or who have been separated from the armed forces under honorable conditions after 3 years or more of continuous active service may apply.

About BPA

The Bonneville Power Administration has been powering people and careers for nearly 75 years. We are a non-profit federal agency that provides clean, emissions-free electricity to the Pacific Northwest and maintains a high voltage transmission system to deliver that electricity. We are a leader in sustainability and environmental stewardship, promoting energy efficiency, renewable energy, the smart grid, fish and wildlife protection and initiatives to address climate change. We are a visionary and innovative agency that values diversity and creativity and encourages continuous learning. We are located throughout the Pacific Northwest with opportunities in cities, smaller communities and rural areas. You can learn more about BPA at www.bpa.gov.

Job Summary & Major Duties

The policy writer plays a leading role in researching, assessing, editing and writing a wide variety of explanatory material including articles, talking points, fact sheets, reports and multimedia content reflecting and explaining agency policies and positions on diverse issues including energy and natural resources. The position requires a versatile and productive writer familiar with energy and natural resource issues who can independently research, distill and explain complex and sensitive information clearly and accurately, often on short notice, under tight deadlines and with limited direction. The writer often serves as the principal representative of a busy and dynamic Public Affairs office with executives, other work groups and agencies, as well as staff including engineers, biologists and economists. He or she must be a skilled and perceptive communicator who can advocate for and negotiate the contents of materials that shape the organization's messages. The writer must be capable of quickly shifting among subject matter and writing styles, and providing advice to Public Affairs managers, executives and others on the appropriate approach and format of material, including multimedia presentations, to reach the public, customers, utility industry, public interest groups and other audiences.

Public Affairs is responsible for developing a comprehensive public affairs strategy and managing the centralized support of the agency implementation of that strategy. This includes direction and support for national, regional, and tribal relations, media and internal and external communications. This function is responsible for fostering support, knowledge, and awareness of BPA's activities, achievements, and value to the Pacific Northwest. Public Affairs is also responsible for ensuring that programs are in place to secure appropriate public input into BPA's decision-making processes.

Policy Communications promotes timely and accurate education and information to BPA stakeholders about BPA issues and goals by maintaining relationships with the media and through written vehicles produced for a variety of audiences.

Policy Writing staff coordinates and provides strategic messaging for agency written products. The staff writes and edits documents including talking points, fact sheets, executive speeches, white papers, Annual Report, The Journal, video scripts, project profiles, etc., used to meet agency and program goals. Writers also assist with development of communication plans and provide editing services and advice on the most effective written products for documents initiated elsewhere in the agency. Writing staff also serve as the style and grammar coaches/guides for the agency. Also, the Policy Writing staff is responsible for ensuring One Voice in all documents used to inform and involve the public regarding policy or program initiatives and issues.

Qualifications

SPECIALIZED EXPERIENCE:

1. Experience independently researching, analyzing, and synthesizing complex or sensitive issues to develop communication materials to describe an organization's programs and policies.
2. Experience writing or producing communication materials using a variety of formats, including print, broadcast, and digital content to convey detailed information about an organization's programs and activities.
 - Examples of communication materials may include published and broadcast content, blog posts or podcasts, RSS feeds, etc.
3. Experience reviewing and revising technical, financial, or business data and information to develop and produce communication materials designed to provide detailed information.
 - Examples of communication materials may include fact sheets, briefing materials, or Internet content such as blog posts or podcasts, or news articles.

In order to be rated as meeting the minimum qualifications, we must be able to determine from your application package (includes resume, cover letter and/or other supporting material) that you have a minimum of **one year** of the specialized experience requirement described above. *Applicants who have qualifying experience performed on less than a full-time basis must specify the percentage and length of time spent in performance of such duties.*

NOTE: Minimum Qualifications and Time-in-Grade Requirements must be met within 60 calendar days of the closing date of this announcement. Applicants must have served 52 weeks at the next lower grade level in the Federal service. To be creditable, specialized experience must have been equivalent to the next lower grade of the position to be filled.

KNOWLEDGE, SKILLS, AND ABILITIES

Your application materials will be reviewed against the knowledge, skills and abilities (KSAs) listed below to determine your qualifications.

Please describe your experience and thoroughly address the statements below within your resume, cover letter, and/or other supporting material you choose to submit. Work product examples will not be reviewed unless specifically requested. **Clearly articulating your work experience to determine the application of this knowledge, these skills or abilities through performance is critical to determining your qualifications for this position.** For more information on how to provide supporting information for KSAs, please visit http://jobs.bpa.gov/How_To_Apply/ksa.cfm.

1. (Technical) **Ability to research, analyze, synthesize, discuss and explain in writing a wide range of complex and sensitive issues such as energy/utility programs and policies, wildlife and natural resource conservation/protection, utility costs, rates and transmission, and power system operations.**
Your application materials should describe:
 - Experience researching, analyzing, synthesizing complex or sensitive organizational policies and programs;
 - Experience writing or producing communication materials;
 - Role and level of autonomy exercised in performing the work described above; and
 - The type of organization and industry the experience was gained in.
2. (Technical) **Skill in journalism or other written communication to develop and tailor the content, tone and style of written material about energy, environment or business issues for diverse as well as**

distinct audiences that may include the public, news media, school audiences, elected officials, utility industry, advocacy groups and electricity consumers. Your application materials should describe:

- Experience writing or producing communication materials using a variety of multimedia platforms;
- The purpose of the communication, i.e., providing information, attracting interest, promoting or defending an organization's programs/activities;
- The audiences or organizations the communication materials targeted; and
- The industry or type of organization the work was performed for.

3. (Technical) Skill in balancing competing communication priorities and in writing and editing complex and sensitive material for grammar, clarity, consistency and Associated Press style and to accurately reflect, support and advance agency positions and policy. Your application materials should describe:

- Experience writing and editing according to consistent standards.
- The nature and range of the written and/or edited material, including its subject, complexity, length, sensitivity and deadlines.
- Role and level of autonomy and oversight exercised in performing the work described.

4. (Interpersonal Relationships) Skill in developing strong, effective relationships with diverse sources and subject matter experts to learn about and monitor current and emerging operational issues and to navigate and negotiate the language, content, wording and appearance of complex and sensitive written material. Your application material should describe:

- Experience developing relationships with diverse contacts and sources;
- The purpose, role, and range of those contacts and sources, e.g., scientists, executives, trade workers;
- The complexity or sensitivity of written material, e.g., economic, political, legal; and
- The nature and outcome of negotiations about the content of material.

SECURITY & SUITABILITY

The sensitivity level of this position is designated as 'Low Risk – Nonsensitive', which requires that the selectee pass a National Agency Check with Inquiries (NACI) personnel investigation and receive a favorable suitability determination. For more information please visit: http://jobs.bpa.gov/How_To_Apply/faqs.cfm#18

Application Package Checklist

- ☐ Resume, cover letter, and/or other supporting material you choose to submit that fully describe your education and experience. Application must contain sufficient information to determine eligibility for the position. (Optional Application for Federal Employment (OF-612): <http://www.usajobs.opm.gov/of612.asp>).

Applications must include the following information:

- Job Announcement number, title, and grade
 - Full legal name, mailing address, contact telephone number and email address
 - Country of citizenship (SSN or other ID is not requested at this time)
 - High school attended which includes name of high school and location.
 - Employment history including unpaid positions with job title, grade (if Federal), duties and accomplishments, employer's name and address, supervisor's name and phone number, starting and ending dates (month and year), salary, and hours worked per week. Explain any gaps in employment.
 - Indication if we may contact your current supervisor.
 - List of other job-related training, skills, certificates and licenses, recognition, professional memberships, publications, leadership activities, or other relevant information.
 - Grade level(s) for which you are applying.
- ☐ If you are applying as a reinstatement or status candidate from another Federal agency, please include a copy of your most recent Standard Form (SF)-50, Notification of Personnel Action.
- ☐ **VETERANS:** To be considered for veteran's preference, a copy of your DD-214 (Member 4) is required. 10-point veterans must also provide a copy of their SF-15 and associated documentation.
- ☐ All applicants are encouraged to complete and submit BPA Form F3330-11e, Applicant Disability, Race/National Origin and Gender Identification form and Applicant Source Form located at the end of this announcement, or at http://jobs.bpa.gov/How_To_Apply/forms.cfm.

How to Submit Your Application

Applications may be emailed, faxed or mailed. Due to security requirements, we only accept hand-delivered application from individuals who currently have badge access to the building.

- **Email to:** jobs@bpa.gov with the Job Announcement Number in the subject line and on any attachments.
- **Fax to:** 503-230-3149
- **Send via US Mail to:** Bonneville Power Administration, ATTN: Human Capital Management, NHQ-1, PO Box 3621, Portland, OR 97208-3621.

You will be notified via email to confirm receipt of your application package. *Applicants should retain a copy of their application as BPA does not return applications or provide copies.* For more information on the hiring process, please refer to: http://jobs.bpa.gov/How_To_Apply/whathappens.cfm.

Additional Information

Veterans Information: <http://www.usajobs.gov/vi>

Career Transition Assistance Program/Interagency Career Transition Assistance Program (CTAP/ICTAP): Federal employees seeking CTAP/ICTAP eligibility must submit proof that they meet the requirements of 5 CFR 330.605 (a) for CTAP and 5 CFR 330.704 for ICTAP. This includes a copy of the agency notice, a copy of their most recent Performance Rating and a copy of their most recent SF-50 noting current position, grade level, and duty location. **Please annotate your application to reflect that you are applying as a CTAP or ICTAP eligible.** For additional information please refer to <http://www.opm.gov/ctap/>

EEO Policy Statement: <http://www.usajobs.gov/eeo>

Reasonable Accommodation Policy Statement: <http://www.usajobs.gov/raps>

Legal and Regulatory Guidance: <http://www.usajobs.gov/lrg>

Forms Availability: All application materials may be obtained by calling 503-230-3230, or 1-877-975-4272 or visiting: <http://www.jobs.bpa.gov>.

Applicant Source Form

The Bonneville Power Administration's Human Capital Management office has an ongoing process improvement objective associated with recruitment and outreach strategies. In order for us to assess the effectiveness of our current advertising and Recruitment efforts, please identify how you learned about this job by marking the appropriate box below:

Vacancy Announcement Number	Position Title, Series, Grade
<input type="text"/>	<input type="text"/>

☐ **BPA Website**

☐ **USAJOBS Website**

☐ **Job Board** (CareerBuilder, Craigslist, Employment Dept, etc.)

(please specify): _____

☐ **Industry Website or Event** (National Institute of Government Purchasers, GreenDrinks, etc.)

(please specify): _____

☐ **Social Media Website** (Facebook, LinkedIn, etc.)

(please specify): _____

☐ **Career Fair** (campus events, community event)

(please specify): _____

☐ **BPA employee**

☐ **Other (please specify):** _____

U.S. DEPARTMENT OF ENERGY
BONNEVILLE POWER ADMINISTRATION

Approved by Forms Mgmt.
06/10/2010

APPLICANT DISABILITY, RACE/NATIONAL ORIGIN AND GENDER IDENTIFICATION
(Please read the instructions and Privacy Act Statement before completing this form)

PRIVACY ACT STATEMENT

This data is being collected to plan and evaluate the agency's recruitment of persons with disabilities, minorities and women, and to help ensure that agency personnel practices meet the requirements of Federal law and regulation. The data you supply will be used for statistical analysis only. **SUBMISSION OF THIS INFORMATION IS VOLUNTARY.** Failure to provide this information will have no effect on the processing of your application for Federal employment. Individual personnel selections are not made based on this information.

Authority: Sections 1302, 3301, 3302, 3304 and 7201 of Title 5 of the U.S. Code, Section 2000e of Title 42 of the U.S. Code; and Section 791 of Title 29 of the U.S. Code.

1. Vacancy Announcement Number

2. Position Title, Series, Grade

3. Name (Last, First, Middle Initial)

4. Are you a U.S. Citizen? (Check one)

☐ Yes

☐ No

5. Gender ☐ Male ☐ Female

6. SECTION A. DISABILITY STATUS

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A person is disabled if he or she has a physical or mental impairment, which substantially limits one or more major life activities. Please read the disability descriptions below and then write the two-digit numeric code in the box above which best describes your disability, if any. If you have more than one disability, choose the one which results in the most substantial limitation.

01. I do not wish to identify my handicap status.

05. I do not have a disability

SPEECH/HEARING/VISION IMPAIRMENTS

13. Severe speech malfunction or inability to speak; hearing is normal (Examples: defects of articulation [unclear language sounds]; stuttering; aphasia [impaired language function]; laryngectomy [removal of the "voice box"]).

15. Hard of hearing (Total deafness in one ear or inability to hear ordinary conversation, correctable with a hearing aid).

16. Total deafness in both ears, with understandable speech.

17. Total deafness in both ears, and unable to speak clearly.

22. Ability to read ordinary size print with glasses, but with loss of peripheral (side) vision (Restriction of the visual field to the extent that mobility is affected – "Tunnel vision").

23. Inability to read ordinary size print, not correctable by glasses (can read oversize print or use assisting devices such as glass or projector modifier).

24. Blind in one eye

25. Blind in both eyes (no usable vision, may have some light perception)

MISSING EXTREMITIES

27. One hand

28. One arm

29. One foot

32. One leg

33. Both hands or arms

34. Both feet or legs

35. One hand or arm and one foot or leg

36. One hand or arm and both feet or legs

37. Both hands or arms and one foot or leg

38. Missing both hands or arms and both feet or legs.

NONPARALYTIC ORTHOPEDIC IMPAIRMENTS (Because of chronic pain, stillness, or weakness in bones or joints, there is some loss of ability to move or use a part or parts of the body.)

44. One or both hands

45. One or both feet

46. One or both arms

47. one or both legs

48. Hip or pelvis

49. Back

57. Any combination of two or more parts of the body

PARTIAL PARALYSIS (Because of a brain, nerve, or muscle problem, including palsy and cerebral palsy, there is some loss of ability to move or use a part of the body, including legs, arms, and/or trunk.)

61. One hand

62. One arm, any part

63. One leg, any part

64. Both hands

65. Both legs, any part

66. Both arms, any part

67. One side of the body, including one arm and one leg.

68. Three or more major parts of the body (arms and legs)

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7. COMPLETE PARALYSIS (Because of a brain, nerve, or muscle problem, including palsy and cerebral palsy, there is complete loss of ability to move or use a part of the body, including legs, arms, and/or trunk.)

70. One hand 71. Both hands 72. One arm 73. Both arms
74. One leg 75. Both legs 76. Lower half of body, including legs
77. One side of body, including one arm and one leg
78. Three or more major parts of body (arms and legs)

OTHER IMPAIRMENTS

80. Heart disease with no restriction or limitation of activity (History of heart problems with complete recovery.)
81. Heart disease with restriction or limitation of activity
82. Convulsive disorder (e.g. epilepsy)
83. Blood disease (e.g. sickle cell anemia, leukemia, hemophilia)
84. Diabetes
86. Pulmonary or respiratory disorders (e.g. tuberculosis, emphysema, asthma)
87. Kidney dysfunctioning (e.g. if dialysis [Use of an artificial kidney machine is required])
88. Cancer (a history of cancer with complete recovery)
89. Cancer (undergoing surgical and/or medical treatment)
90. Mental retardation (Chronic and lifelong condition involving a limited ability to learn, to be educated, and to be trained for useful productive employment as certified by a State Vocational Rehabilitation agency under section 213.3102(t) of Schedule A.)
91. Mental or emotional illness (A history of treatment for mental or emotional problems.)
92. Severe distortion of limbs and/or spine (e.g. dwarfism, severe distortion of the back)
93. Disfigurement of face, hands, or feet (e.g. distortion of features on skin, such as those caused by burns, gunshot injuries, and birth defects [gross facial birthmarks, club feet, etc.])
94. Learning disability (A disorder in one or more of the processes involved in understanding, perceiving, or using language Or concepts [spoken or written]; e.g. dyslexia.)
06. I have a disability, but it is not listed above: Describe below:

SECTION B. ETHNICITY AND RACE IDENTIFICATION: Specific Instructions: The two questions below are designed to identify your ethnicity and race. **Regardless of your answer to question 1, go to question 2.**

Question 1. Are you Hispanic or Latino? (A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.)

☐ Yes ☐ No

Question 2. Please select the racial category or categories with which you most closely identify by placing an "X" in the appropriate box(s). Check as many as apply.

RACIAL CATEGORY (Check as many as apply)	DEFINITION OF CATEGORY
<input type="checkbox"/> American Indian or Alaska Native	A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
<input type="checkbox"/> Asian	A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
<input type="checkbox"/> Black or African American	A person having origins in any of the black racial groups of Africa
<input type="checkbox"/> Native Hawaiian or Other Pacific Islander	A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
<input type="checkbox"/> White	A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.